

Course Description Template	
1. Course Name	Fundamentals of Information Technology
2. Course Code	<b>ITF</b>
3. Semester and Year	2025-2026
4. Date of Preparation of this Description	Tuesday, December 2, 2025
5. Available Attendance Formats	In-person
6. Total Study Hours	90 Study Hours
7. Name of Course Coordinator	Dr. Ayad Hamid Mousa
8. Course Objectives	<p>General Course Objectives:</p> <ol style="list-style-type: none"> <li>1. To enable the student to understand the digital infrastructure upon which the modern advertising world depends, and how to utilize it to solve communication and marketing problems.</li> <li>2. To develop the practical technical skills necessary to design, implement, and evaluate digital advertising campaigns.</li> <li>3. To promote critical thinking in selecting and using appropriate technological tools for each advertising context.</li> </ol> <p>Specific Cognitive and Skill-Based Objectives</p> <ol style="list-style-type: none"> <li>1. To understand the technical basis of the digital environment;</li> <li>2. To master basic programming and design tools;</li> <li>3. To analyze data and extract insights;</li> <li>4. Understanding Digital Communication Platforms and Modern Technologies</li> <li>5. Digital Security and Professional Ethics</li> <li>6. Managing Digital Advertising Projects;</li> </ol>
9. Teaching and Learning Strategies	<p>1.1. Teaching Strategies (The Role of the Lecturer)</p> <ol style="list-style-type: none"> <li>2. Contextualized Learning Linking each technical concept to its direct application in advertising. Example: We don't study "databases" theoretically, but rather how social media platforms store data.</li> <li>3. Media: User data to enable ad targeting.</li> <li>4. Live Demos</li> <li>5. Live demonstration of real tools: Opening a sample Google Analytics account, running the Facebook Ads platform (demo mode), using project management tools.</li> <li>6. Project-Based Learning</li> <li>7. Dividing students into small advertising agency teams and assigning them a final project: Planning and executing a limited digital advertising campaign for a virtual or real project, for example, a student organization. The project goes through all stages from strategy development to results analysis.</li> <li>8. Immediate Feedback Especially in the practical aspect: design, spreadsheets, providing quick feedback during practical sessions to correct the course immediately.</li> </ol> <p>2. Learning Strategies (Student Role):</p> <p>Active Learning: Active learning and participation <input type="checkbox"/></p> <p>Simulations: Using simulation platforms for advertising such as Facebook Blueprint Demo <input checked="" type="checkbox"/> Google Skillshop Simulations. Or <input type="checkbox"/></p>

<p>Case Studies: Analyzing successful and unsuccessful advertising campaigns from a technical perspective (What was used? How were they targeted? How were the results measured?).</p> <p>Group Brainstorming: For example: "How can AR technology be used to promote a product?"</p>	<p><b>Collaborative Learning</b></p> <p>Working in groups on tasks and projects simulates an advertising agency environment where a designer, writer, account manager, and campaign manager work together.</p>
<p>Presenting challenge scenarios: "The conversion rate is low; the data indicates such and such. What tools would you use to analyze the problem, and what solutions would you propose?"</p>	<p><b>Problem-Solving Learning</b></p>
<p>Encouraging students to explore new free tools (a tag analysis tool, an infographic design tool) and present a brief report on their usefulness for advertising.</p>	<p><b>Self-Directed Learning</b></p>
Practical Activities and Applications ▼	
<p>Analyzing a specific advertisement and guessing the target audience based on its characteristics</p> <p>A quick exercise on using basic functions in Pivot Tables and Excel (VLOOKUP) to analyze hypothetical campaign data.</p>	<p><b>In-Classroom Activities:</b></p>

10. Course Structure

Chapter 1

Assessment Method	Learning Method	Module Name	Learning Outcomes	Number of Hours	Week Number
Online, Written, Oral, and Direct Questions Exam	In-person lectures and discussions with In-person	Introduction to Technology in the Advertising Industry	The student will learn about Introduction to Technology in the Advertising Industry.	3	1
Online, Written, Oral, and Direct Questions Exam	practical application	Components of the Digital Advertising System (Hardware)	The student will learn about the components of the digital advertising system (hardware)	3	2
Online, Written, Oral, and Direct Questions Exam	In-person lectures and discussions with practical application	Computer networks and the internet, the backbone of digital advertising	The student will learn about computer networks and the internet, the backbone of digital advertising, with practical application	3	3
Online, written, oral, and Q&A exams	In-person lectures and discussions with practical application	Colors and Web Page Layout	The student will learn about colors and web page layout	3	4
Online, written, oral, and Q&A exams	In-person lectures and discussions with practical application	Fonts and how to control the website's appearance	The student will learn fonts and how to control the website's appearance	3	5
Online, written, oral, and Q&A exams	In-person lectures and discussions with Practical application	Paragraphs and lists in website page design Introduction	The student will become familiar with paragraphs and lists	3	6
Online, written, oral, and Q&A exams	In-person lectures and discussions with practical application	to databases and audience targeting	The student will learn about an introduction to databases and audience targeting	3	7
Online, written, oral, and Q&A exams	Lectures and in-person discussions with practical application	Data analysis using	The student will learn data analysis using	3	8
exam, online test, and Written and oral direct questions	In-person lectures and discussions with practical application	Data analysis using Excel/Sheets	The student will learn how to insert tables into a web page	3	9

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Web analytics using Google Analytics	The student will learn how to perform web analytics using Google Analytics.	3	.10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Advertising on social media platforms (Facebook, Instagram)	The student should learn how to advertise on social media platforms (Facebook, Instagram).	3	.11
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Email marketing	The student should learn how to market via email.	3	.12
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Project management and collaborative work tools	The student should learn project management and collaborative work tools.	3	.13
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Make search engines find your site	The student should learn how to make the site find search engines	3	.14
The first semester exam is practical + theoretical					.15
<b>Chapter Two</b>					
Evaluation method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	CSS basics	The student should learn the basics of CSS	3	.16
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	How to set CSS properties for HTML elements	The student will learn how to set CSS properties for HTML elements.	3	.17
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Designing a page structure template with an HTML and CSS perspective	The student will learn to design a structural model for an HTML page and from a CSS perspective	3	.18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	All CSS properties	The student should be familiar with all the properties of CSS.	3	.19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Web page design using HTML and CSS	The student will learn web page design using HTML and CSS	3	.20
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Basic video editing for advertising content	The student will learn the basic video editing method for advertising content.	3	.21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Emerging technologies in advertising (artificial intelligence)	The student should be introduced to emerging technologies in advertising (artificial intelligence).	3	.22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Emerging technologies in advertising: Augmented reality and virtual reality	The student should learn emerging technologies in advertising (augmented reality and virtual reality)	3	.23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Digital security and digital advertising ethics	The student should learn about digital security and the ethics of digital advertising.	3	.24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Preparing the presentation and digital portfolio	The student will learn to design a complete website using WordPress.	3	.25
The second semester exam is theoretical and practical				3	.26
<b>Final exam</b>					.27

11. Course Evaluation

The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams and reports, etc.

20 (marks for the first semester) 15 theory and 5 practical

20 (marks for the second semester) 15 theory and 5 practical

Annual coursework grade 40 and final exam grade 60

12. Learning and Teaching Resources

1. University of Thi-Qar Curriculum, College of Media

